Digital Out-of-Home Creative Requirements

Art and production specifications for creative delivery. Build to the size listed for the venue and submit the file formats below.

CREATIVE REQUIREMENTS — COMMON VENUE TYPES

VENUE	SIZE	FORMATS	MAX FILE	NOTES
Static — all venues	Varies by venue	JPG	10 MB	Colour space RGB and CMYK. Subject to media owner approval.
Video — all venues	Varies by venue	MOV, MP4	50 MB	:15 or :30 most common. Avoid white backgrounds on LED.
Billboards	1400×400, 840×400, 1000×400, 1600×400, 1200×400, 600×600	JPG	10 MB	Static only. Bold focal points. Readable text minimum 15″ height.
Bus shelters	1080×1920 (9:16)	JPG	10 MB	Static only.
Bars & casual dining	1920×1080, 1080×1920, 1280×960	JPG, MP4	10 / 50 MB	:15 or :30 video.
Colleges & universities	1920×1080 (16:9)	JPG, MP4	10 / 50 MB	:15 or :30.
Movie theatres	1920×1080, 1080×1920, 3840×1080	JPG, MP4	10 / 50 MB	3840×1080 accepts :15 only.
Gas stations	1280×960, 1920×1080	JPG, MP4	10 / 50 MB	:15. Audio supported.
Gyms, health & beauty	1920×1080	JPG, MP4	10 / 50 MB	Specs vary — confirm before export.
Office buildings	1920×1080, 1080×1920	JPG, MP4	10 / 50 MB	:15 or :30. 1080×1920 accepts :15 only.

CREATIVE GUIDANCE

Design for distance

Bold focal points and few words. On billboards, text must read at a minimum 15″ height.

Mind the screen type

Avoid white backgrounds on LED — they bloom and lose the artwork. Build contrast into the design instead.

Confirm the placement

Sizes and limits differ by venue and media owner. Confirm the exact screen spec before final export.

BEFORE FINAL EXPORT

These are the common venue types, not the whole network. Sizes, durations and file limits **vary by venue and by media owner**, and static creative is subject to media owner approval — confirm the exact screen spec for the placement before the artwork is finalised.

Questions on the build?

Email your artwork or ask for a template — we'll check the file before it goes live.

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